

What They Do

Graphic Designers in the biotechnology industry work with researchers and biocommunications specialists to visually depict scientific ideas and statistical data. Graphic Designers create the graphics used to inform customers, train employees, and promote products or services. Design needs range from exhibits, product displays, logos, packaging, and models to marketing and training materials.

Graphic Designers use the most up-to-date computers and design software to illustrate complicated biotechnology processes. They may sculpt three dimensional models of microbiologic processes. They design graphics and layouts for product illustrations, company logos, and Internet Web sites.

Graphic Designers work as a team with researchers, sales managers, customer service and technical service staff to create communications and visual aides. In small organizations, they may perform all graphic design specialties. In larger firms, they may coordinate the work of other specialists, such as biomedical photographers and medical illustrators. They build relationships with external suppliers including freelance graphic designers and printers. They may develop and maintain an image library. They must ensure design projects are completed by deadlines and that all involved stay on schedule.

Detailed descriptions of this occupation may be found in the Occupational Information Network (O*NET) at online.onetcenter.org.

Important skills, knowledge, and abilities include:

- ▶ Time Management – Managing one's own time and the time of others.
- ▶ Communications and Media – Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- ▶ Design – Knowledge of design techniques, tools, and principles involved in production of precision technical plans, blueprints, drawings, and models.
- ▶ Coordination – Adjusting actions in relation to others' actions.
- ▶ Originality – The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
- ▶ Computers – Knowledge of computer hardware and software, including applications and programming.

Training/Requirements

- ▶ A bachelors's degree is most often required for Graphic Designers. The Commission on Accreditation of Allied Health Education Programs accredits two-year interdisciplinary graduate programs in biomedical visualization.
- ▶ Possess one to four years related experience.

Graphic Designers

Biotechnology Careers

What's the California Job Outlook?

The California outlook and wage figures below are drawn from all industries and represent the occupational group Graphic Designers.

Standard Occupational Classification	Estimated Number of Workers 2002	Estimated Number of Workers 2012	Average Annual Openings	2005 Wage Range (per hour)
Graphic Designers 27-1024	21,200	25,300	690	\$15.85 to \$27.87

These figures do not include self-employment.

Average annual openings include new jobs plus openings due to separations.

Source: www.labormarketinfo.edd.ca.gov, Employment Projections by Occupation and OES Employment & Wages by Occupation, Labor Market Information Division, Employment Development Department.

Additional Sources of Information

BioCommunications Association
(919) 245-0906
www.bca.org

The Association of Medical Illustrators
(719) 598-8622
www.medical-illustrators.org

California Occupational Guide No. 4, Commercial Artists
www.labormarketinfo.edd.ca.gov

Occupational Information Network (O*NET)
<http://online.onetcenter.org>